

Abstract

Bachelor's thesis "*To intervene or not to intervene? Media image of the case of spruce bark beetle in Šumava*" deals with the issue of media display of spruce bark beetle in Šumava and its context. Firstly, the beetle and its importance for the area of Šumava forests, especially for Šumava national park is introduced. Subsequently, the possible solutions for beetle's outbreak are discussed, as well as actors, which are being part of the whole public discussion. By introducing these actors and by chronological arrangement of particular events was context of the issue is drawn. Lastly, by using the method of qualitative analysis of newspaper articles published in Mladá fronta DNES, Lidové noviny and Právo is the media image portrayed.